

# Different Information Needs for Different Markets: URBAN and RURAL

Ali Mortazavi  
March 4, 2008

# Traveler Information/Advance Traveler Information System

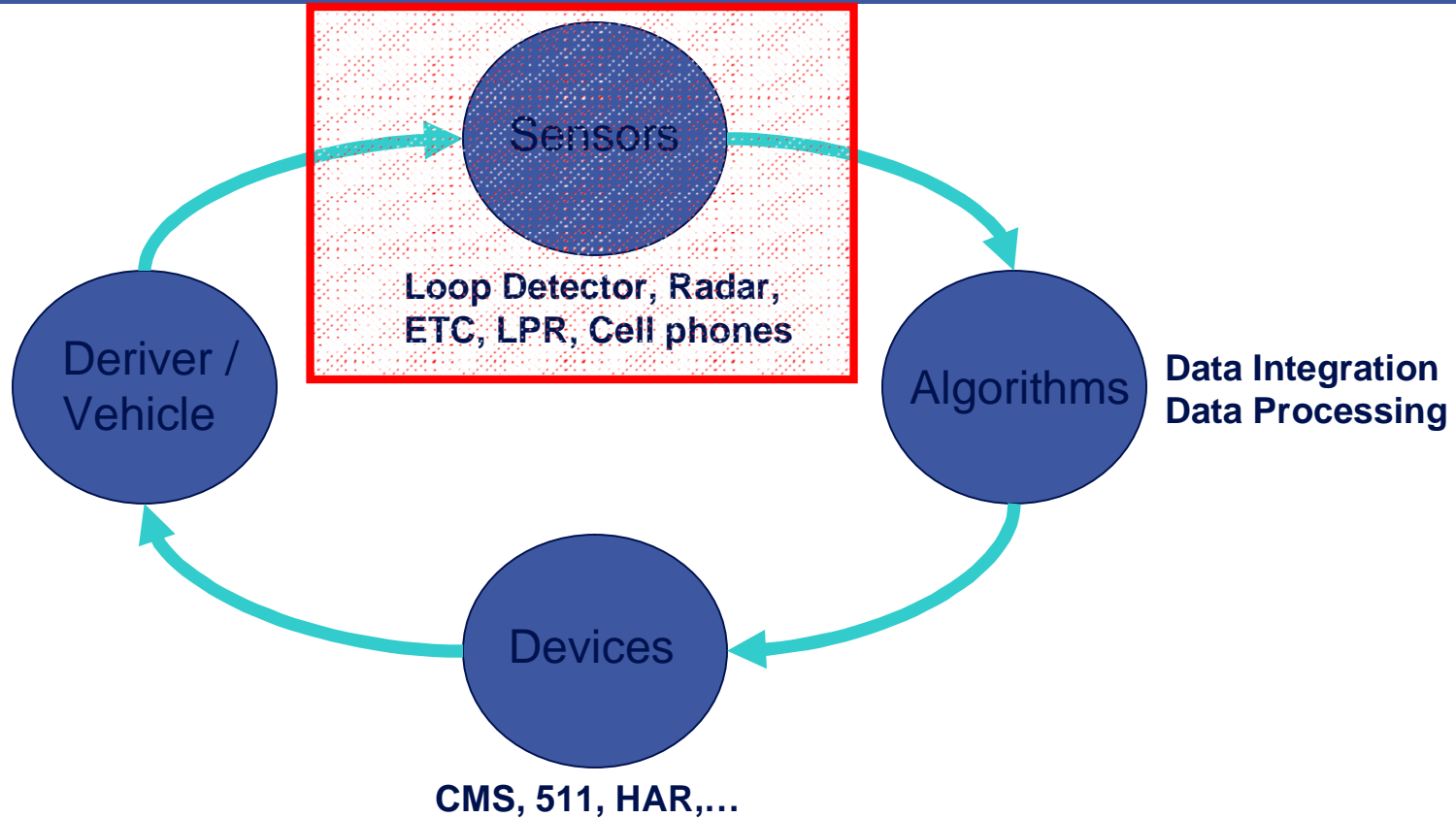
2

- Empower the public with the information
- Static information
- Real-time information
  - ✧ Travel time a valuable source



# Advanced Traveler Information System

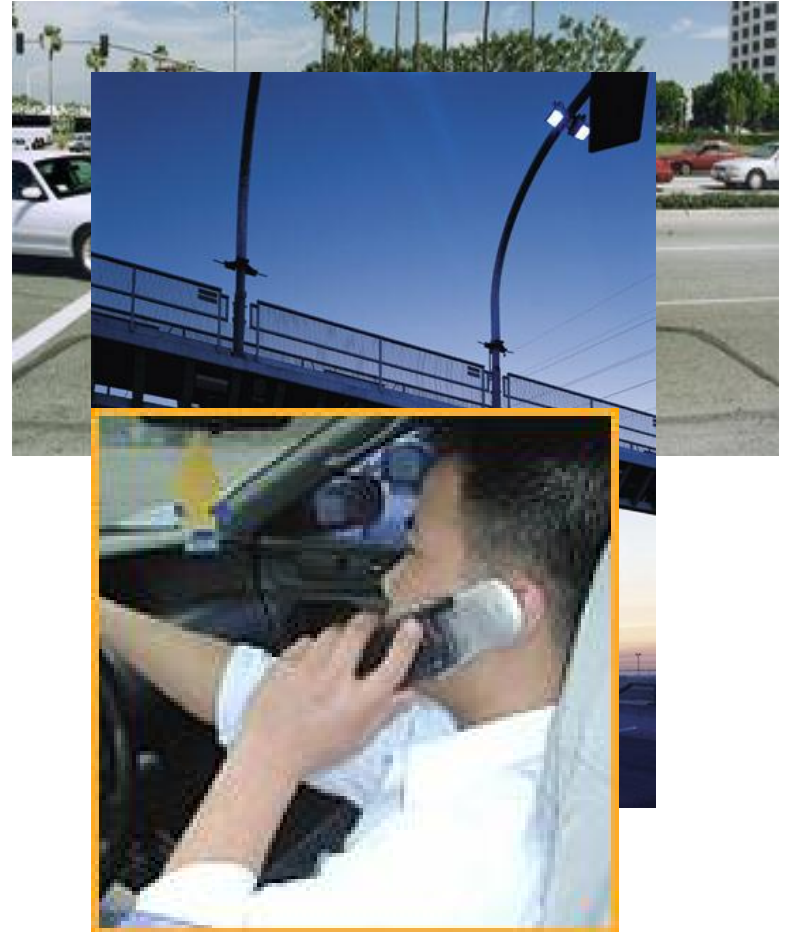
3



# Detection Technologies

4

- Point Detection
- Segment Detection
- Floating Point/Cell Detection



# Point Detection

5

• Inductive Loop (ILD)



• Doppler Radar



• Video



• Doppler Microwave



• Passive Acoustic

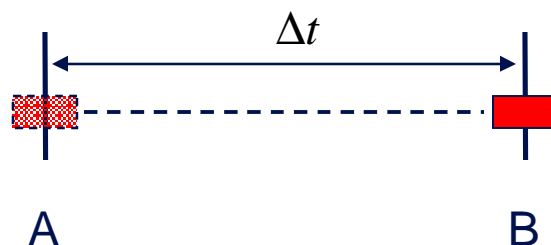


# Segment Reading

6

## Toll Tag Readers/License Plate Readers

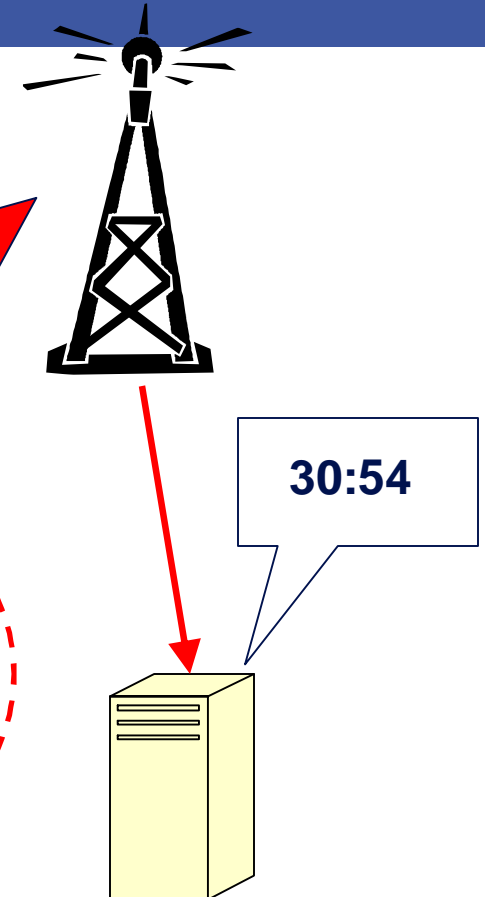
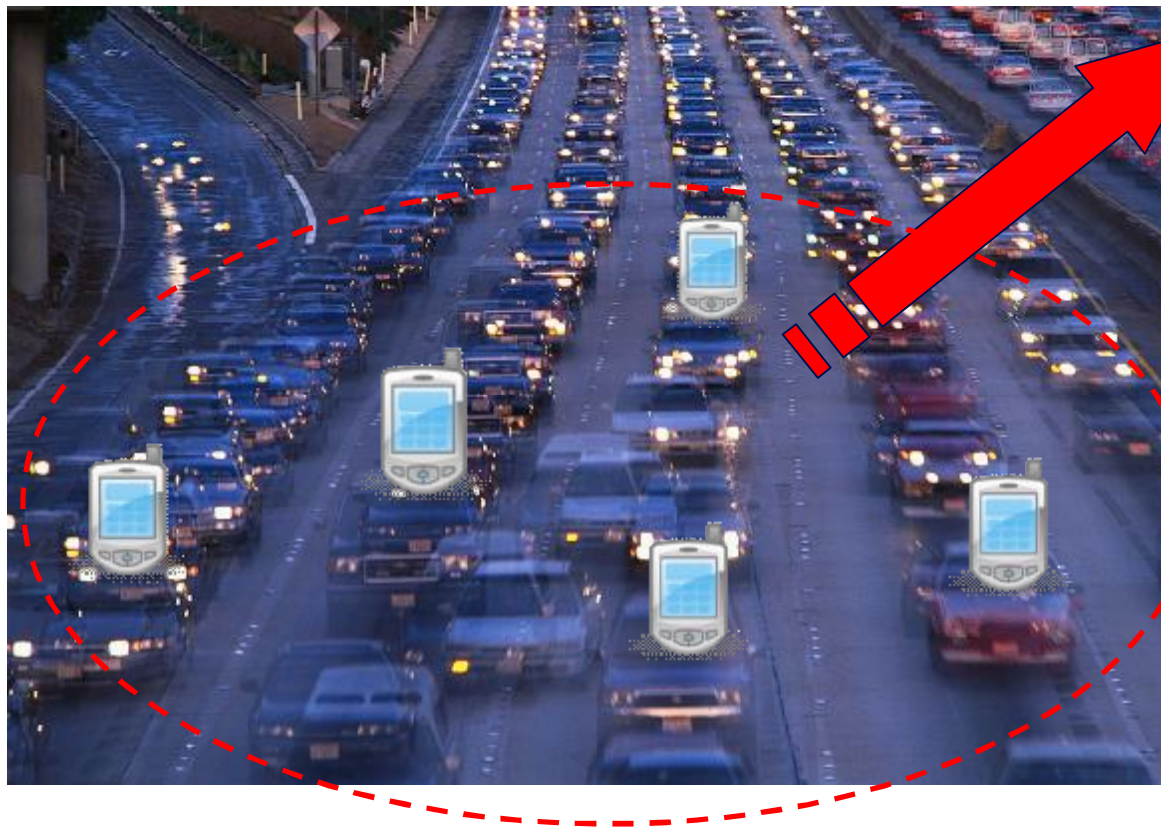
- Lag time on traffic data



# Floating Point

7

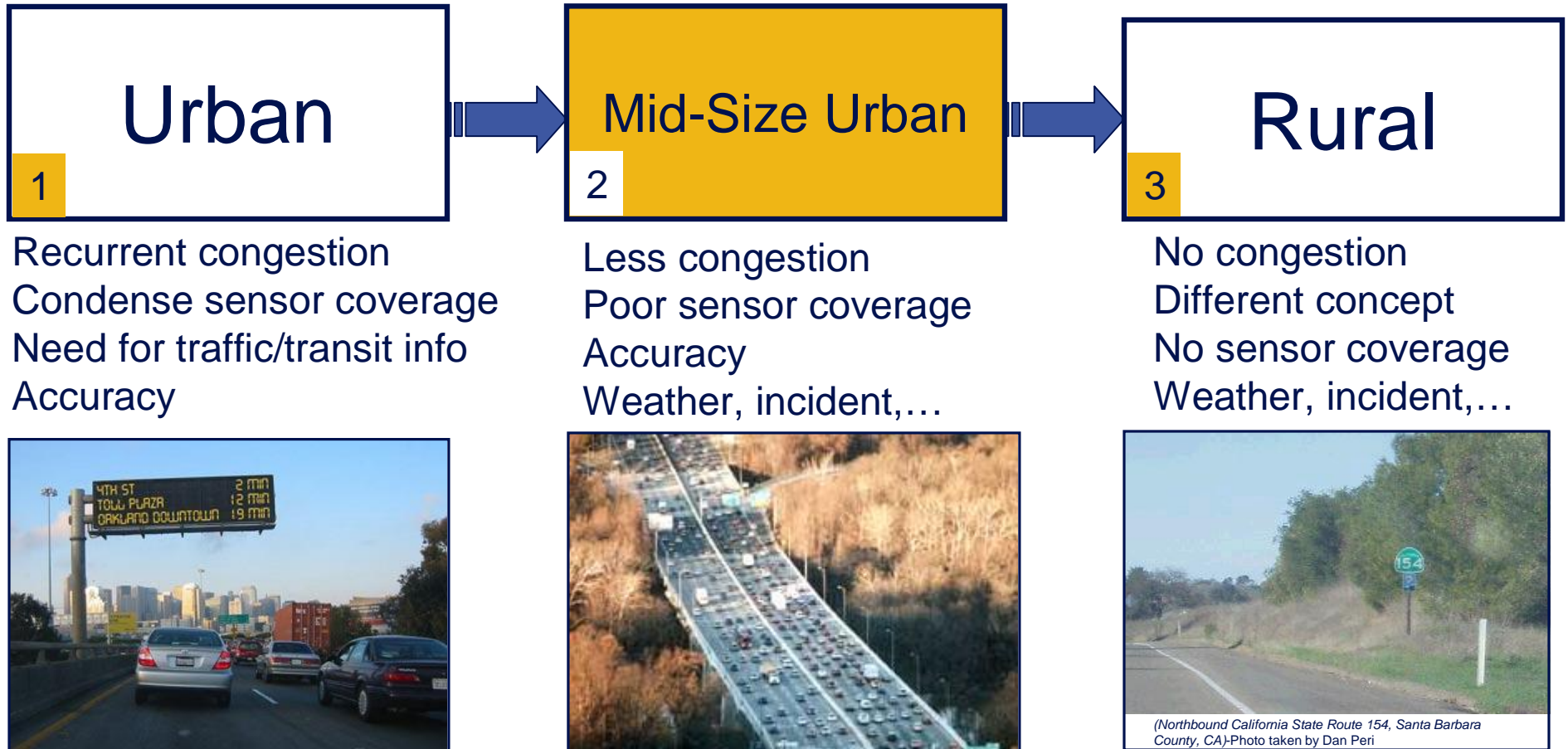
## Location Based Technologies





# Urban and Rural

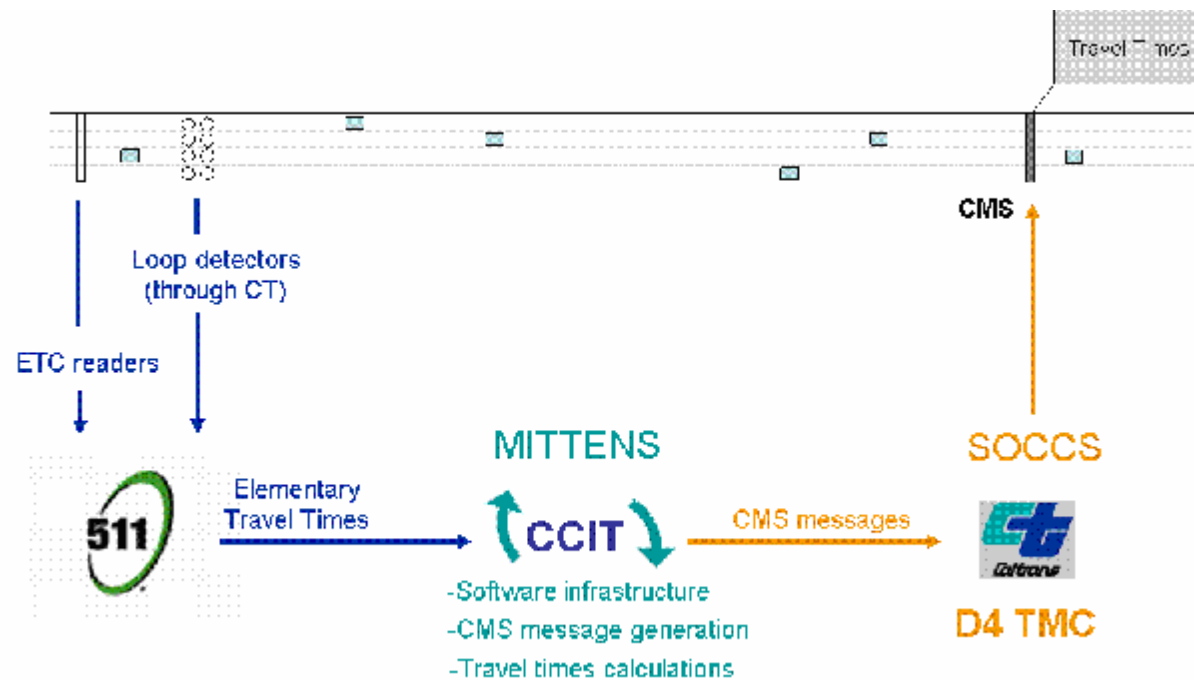
8





# 1-Travel Time on CMS-The Bay Area

9



Schematic of Travel Time Display System in District 4

## 20 highway travel time signs

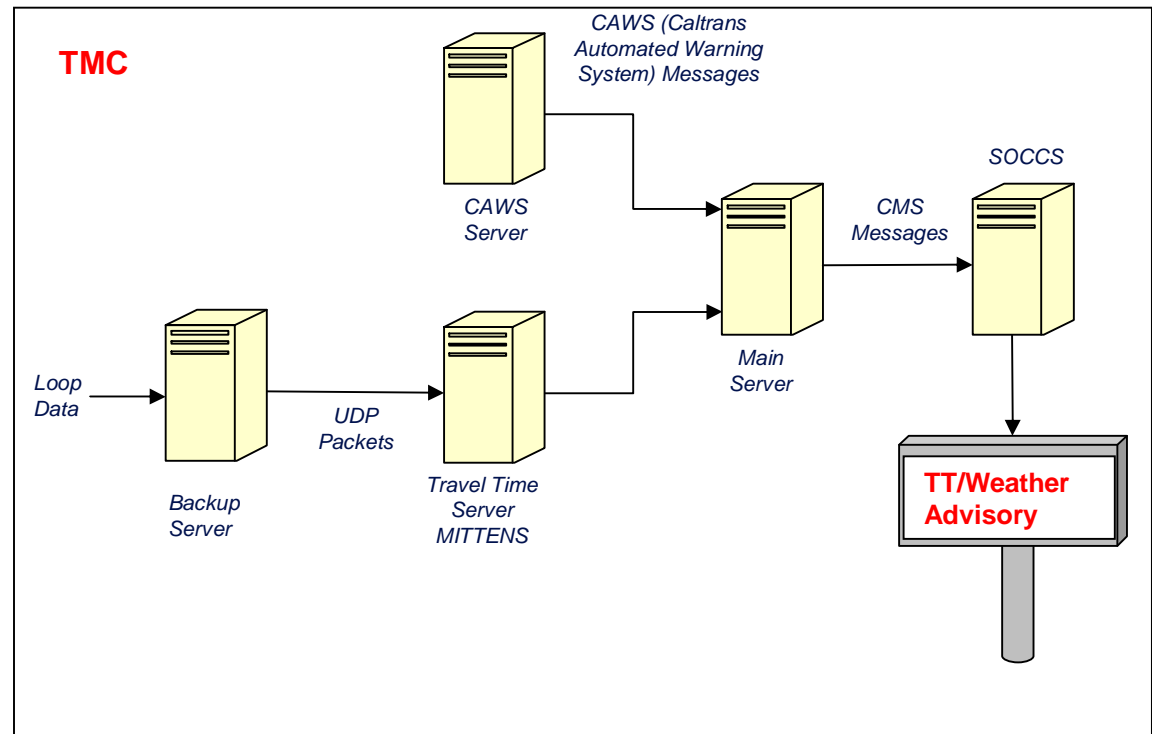
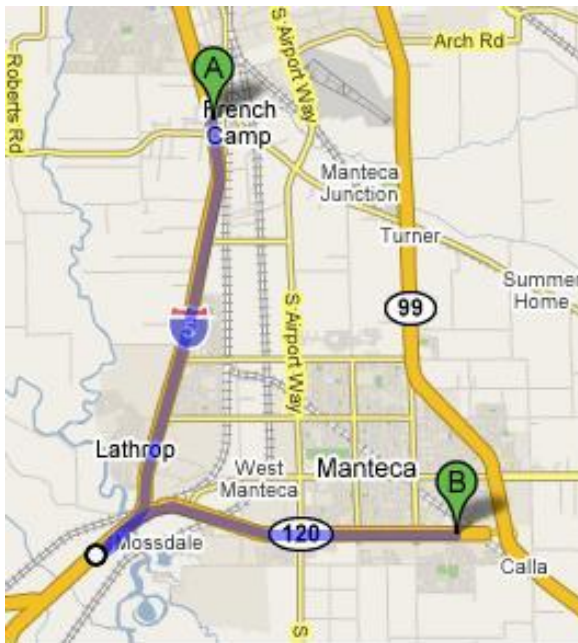


## 2 transit travel time signs



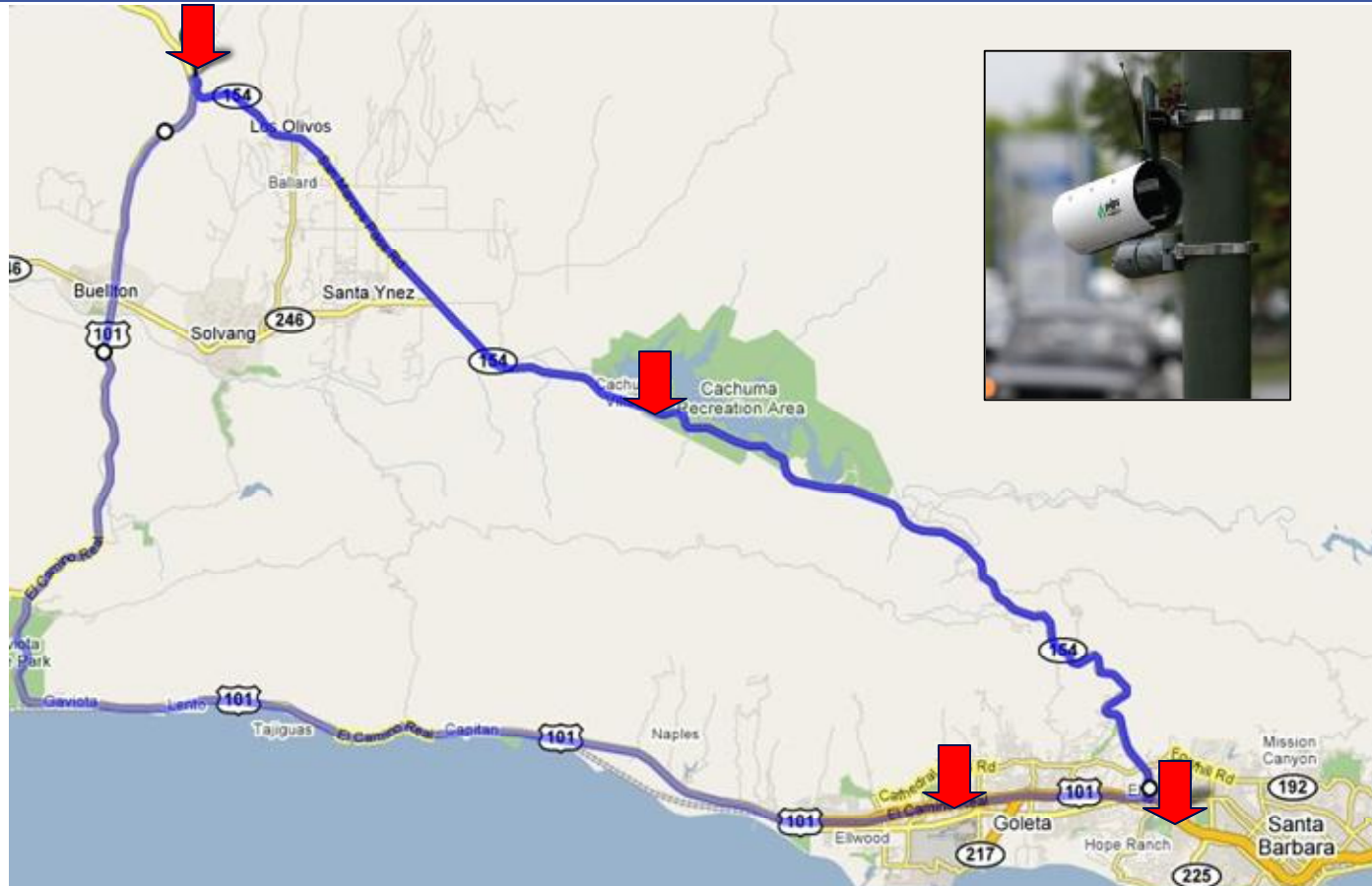
# 2-Travel Time on CMS- Stockton

10



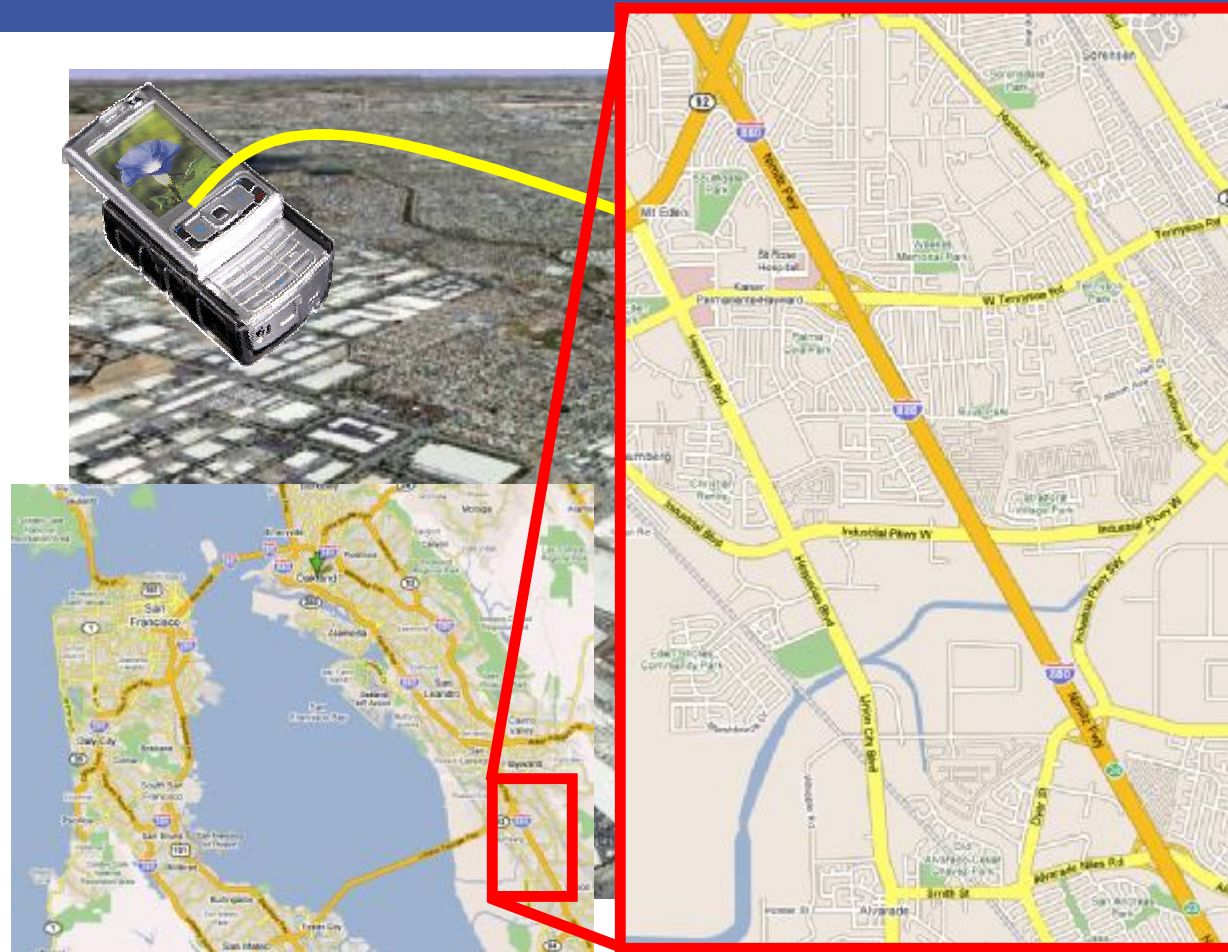
# 3-Traffic Data Collection-US 101 & CA-154

11



# GPS-Equipped Cell Phones as Traffic Probes

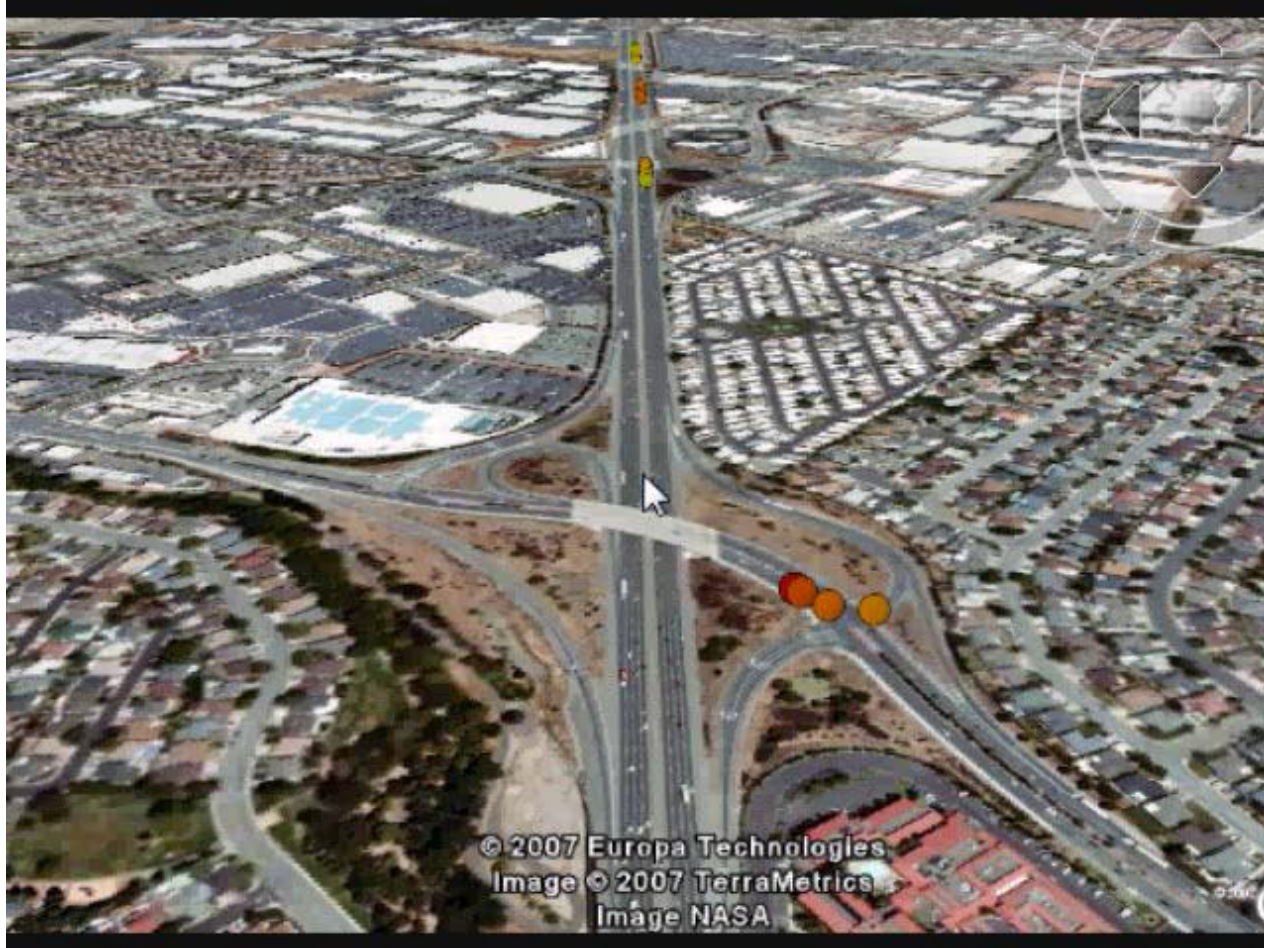
12





# GPS-Equipped Cell Phones as Traffic Probes

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# Conclusions

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- .. Need for expanding data coverage
- .. Hybrid solutions
- .. Public-Private Partnership
- .. Different requirements different solutions

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# Q&A

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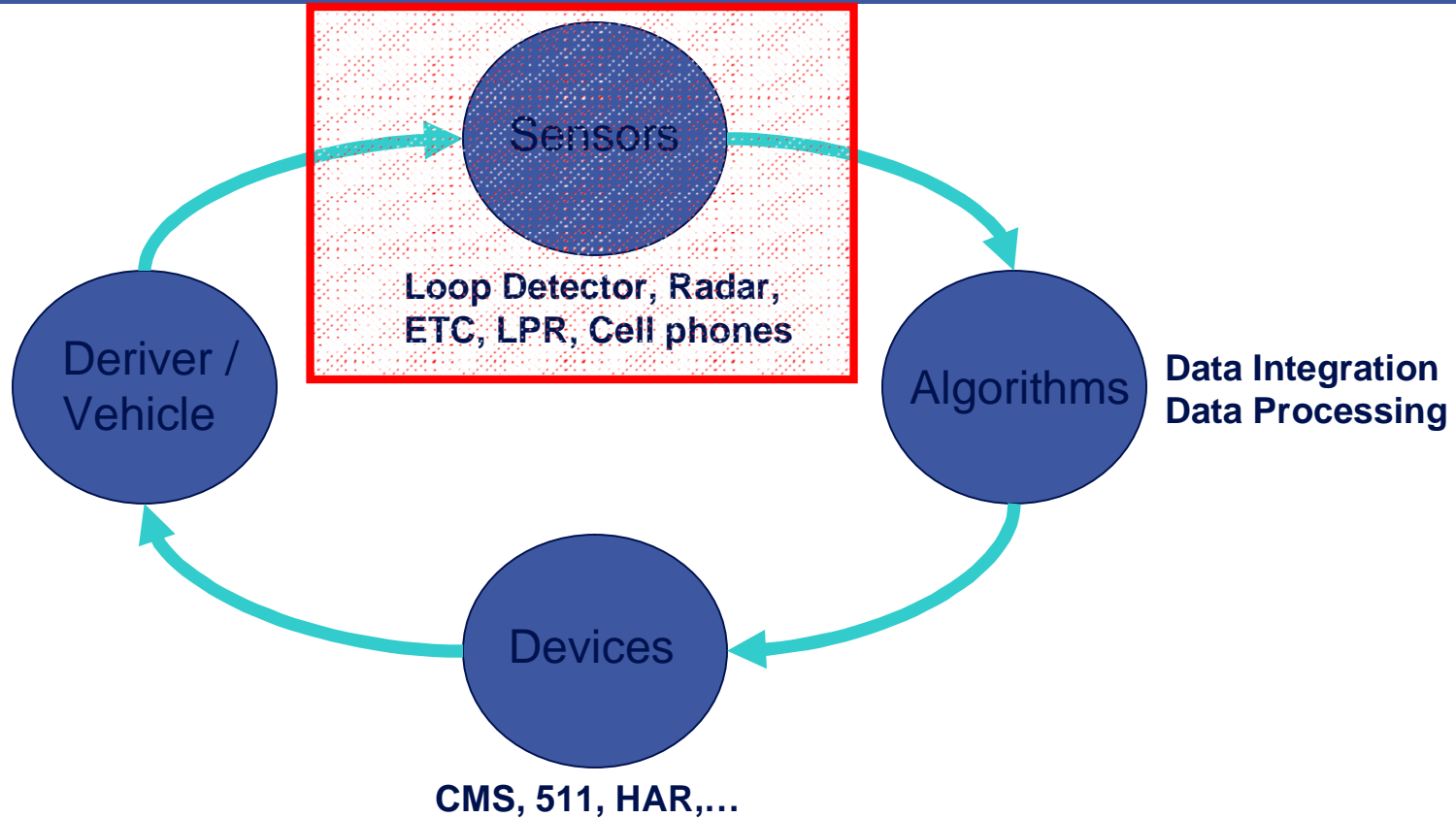
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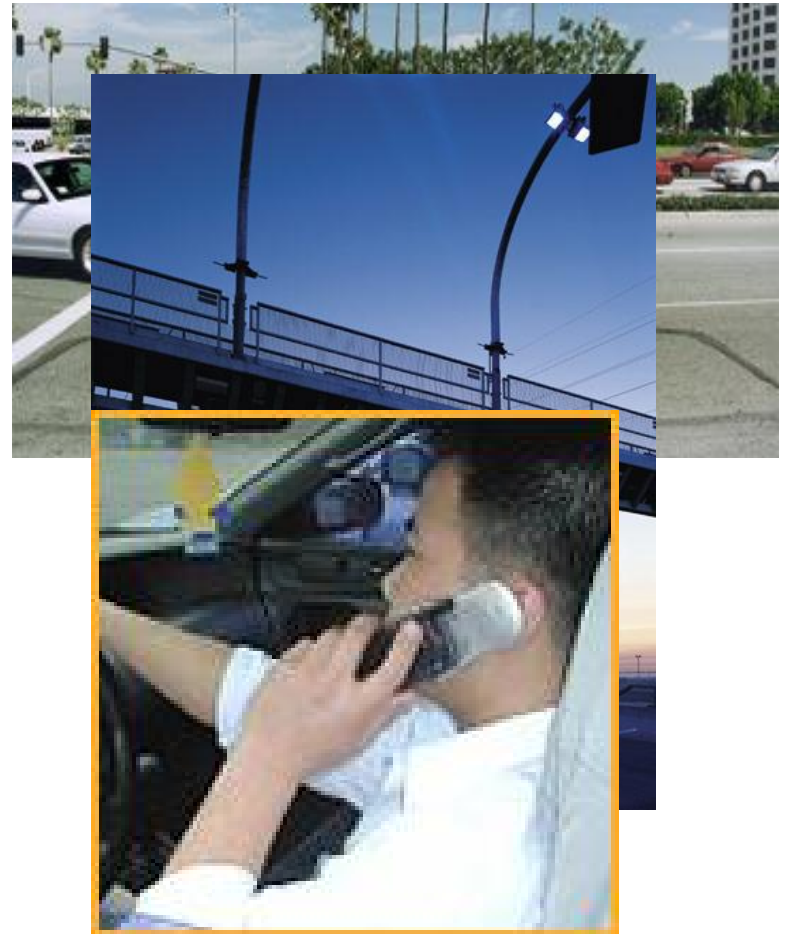
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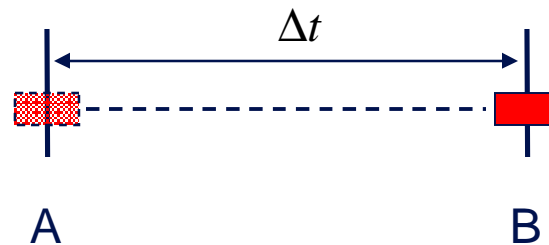


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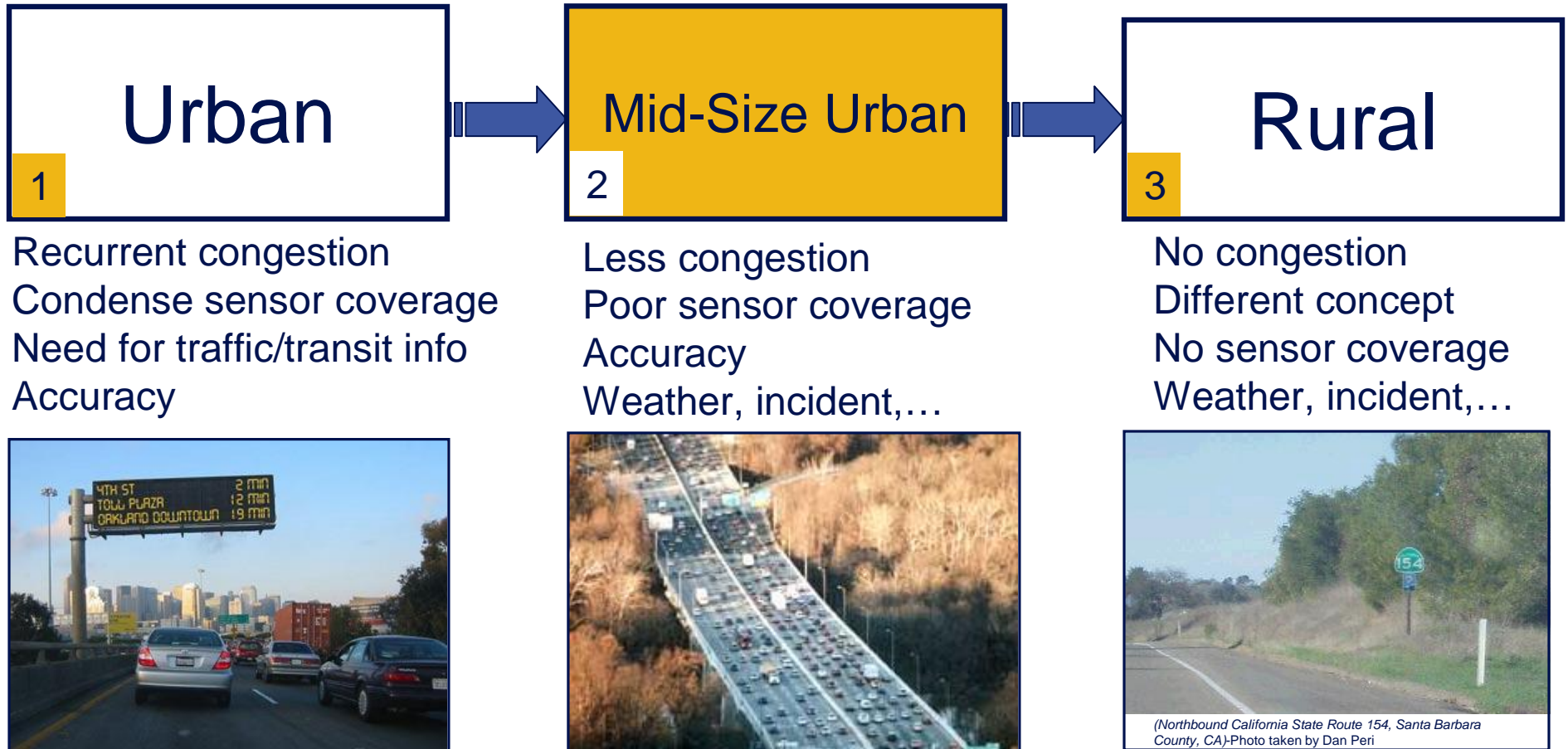
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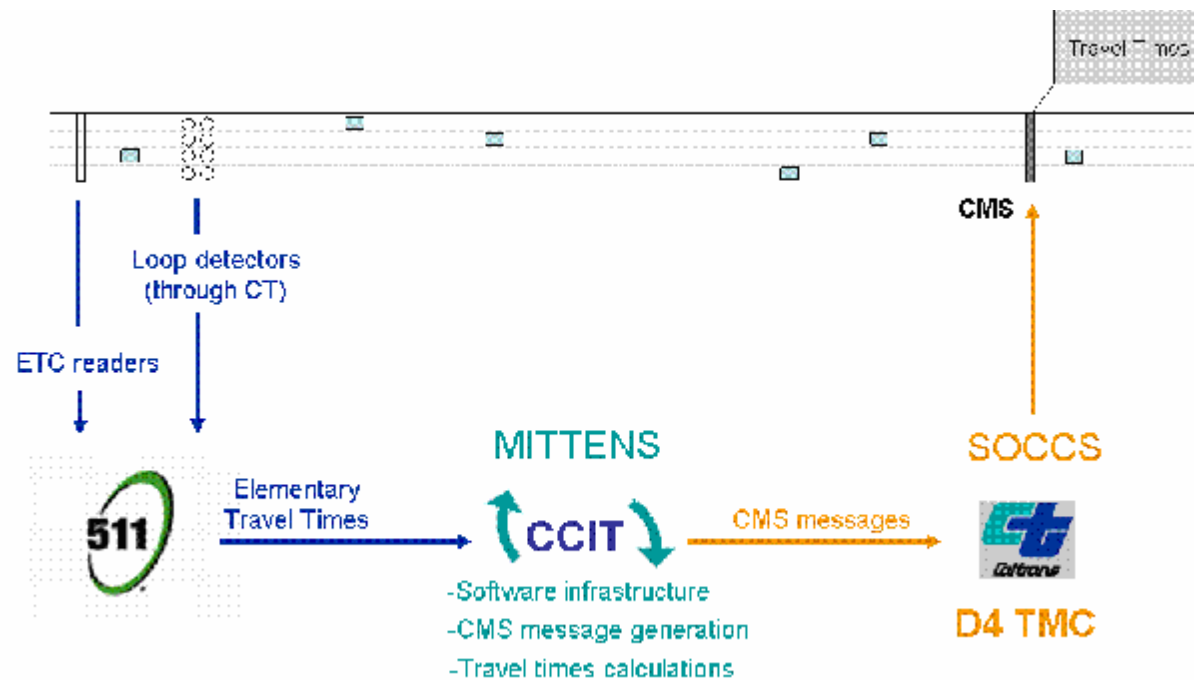
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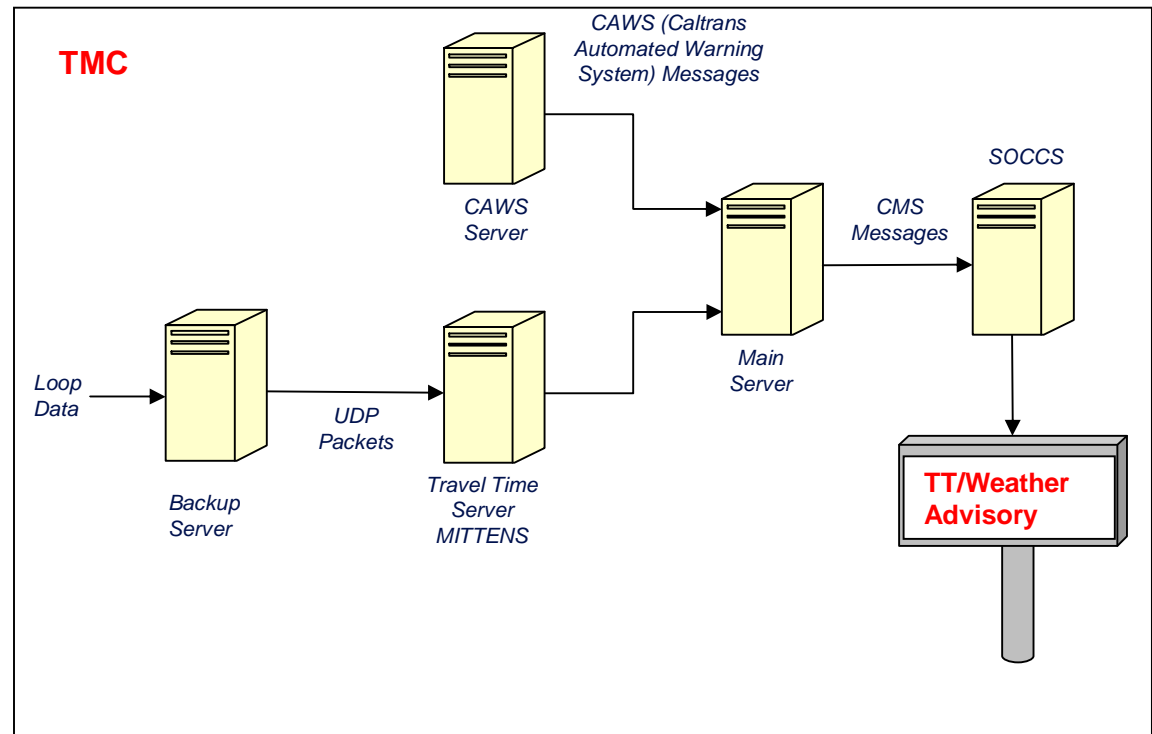
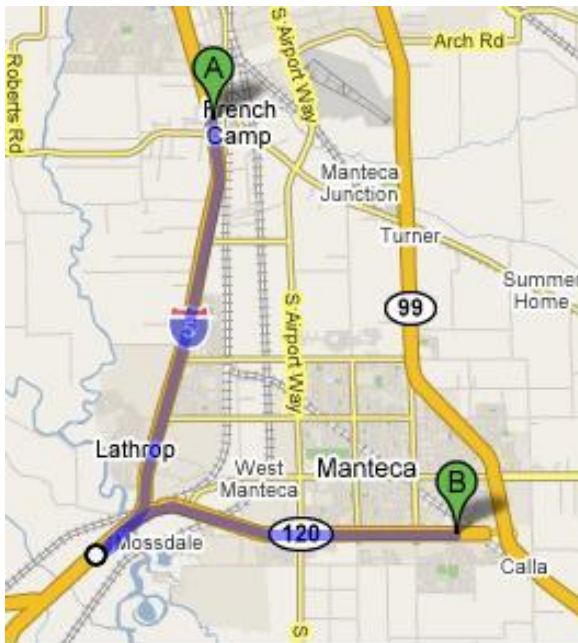


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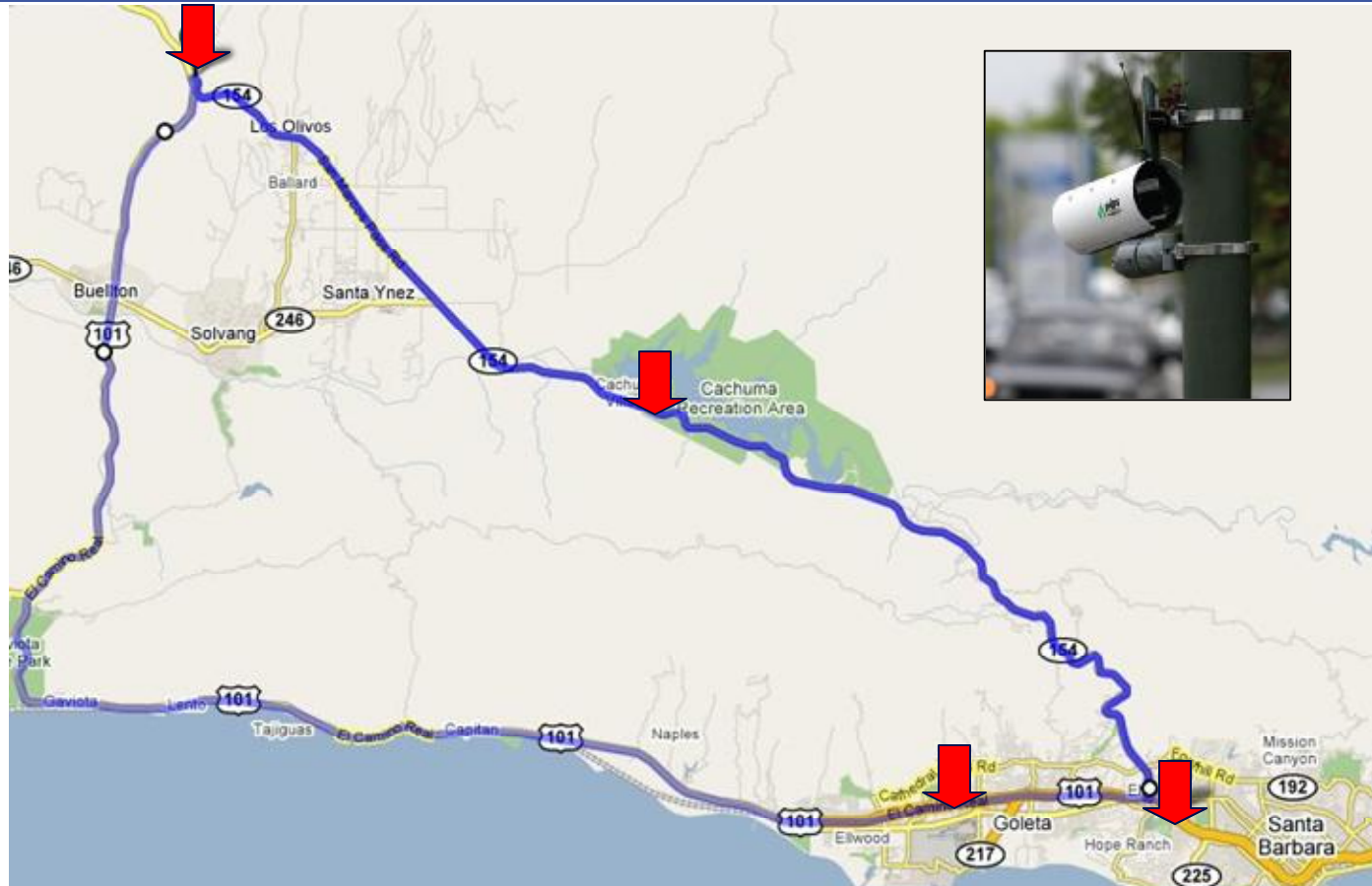
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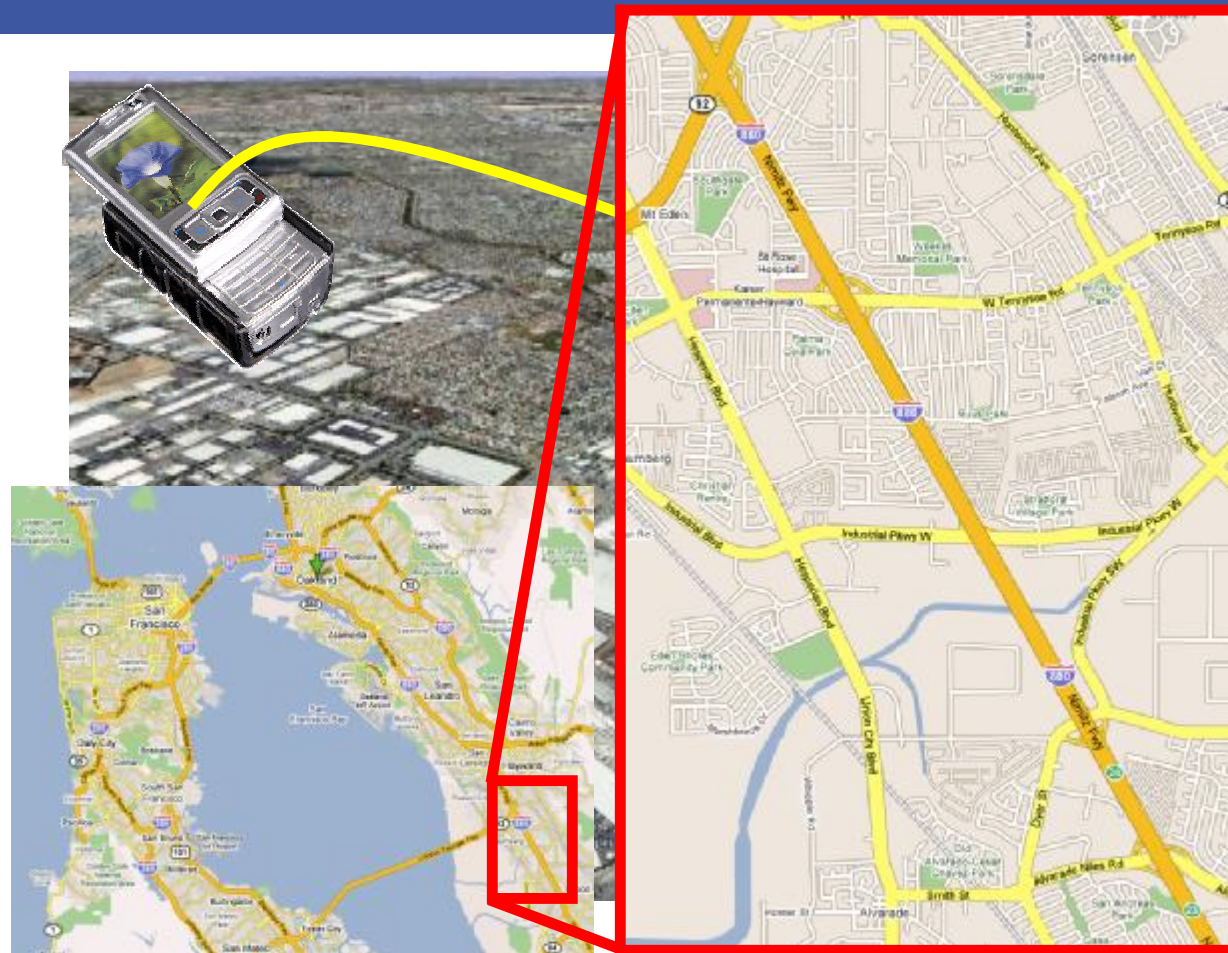
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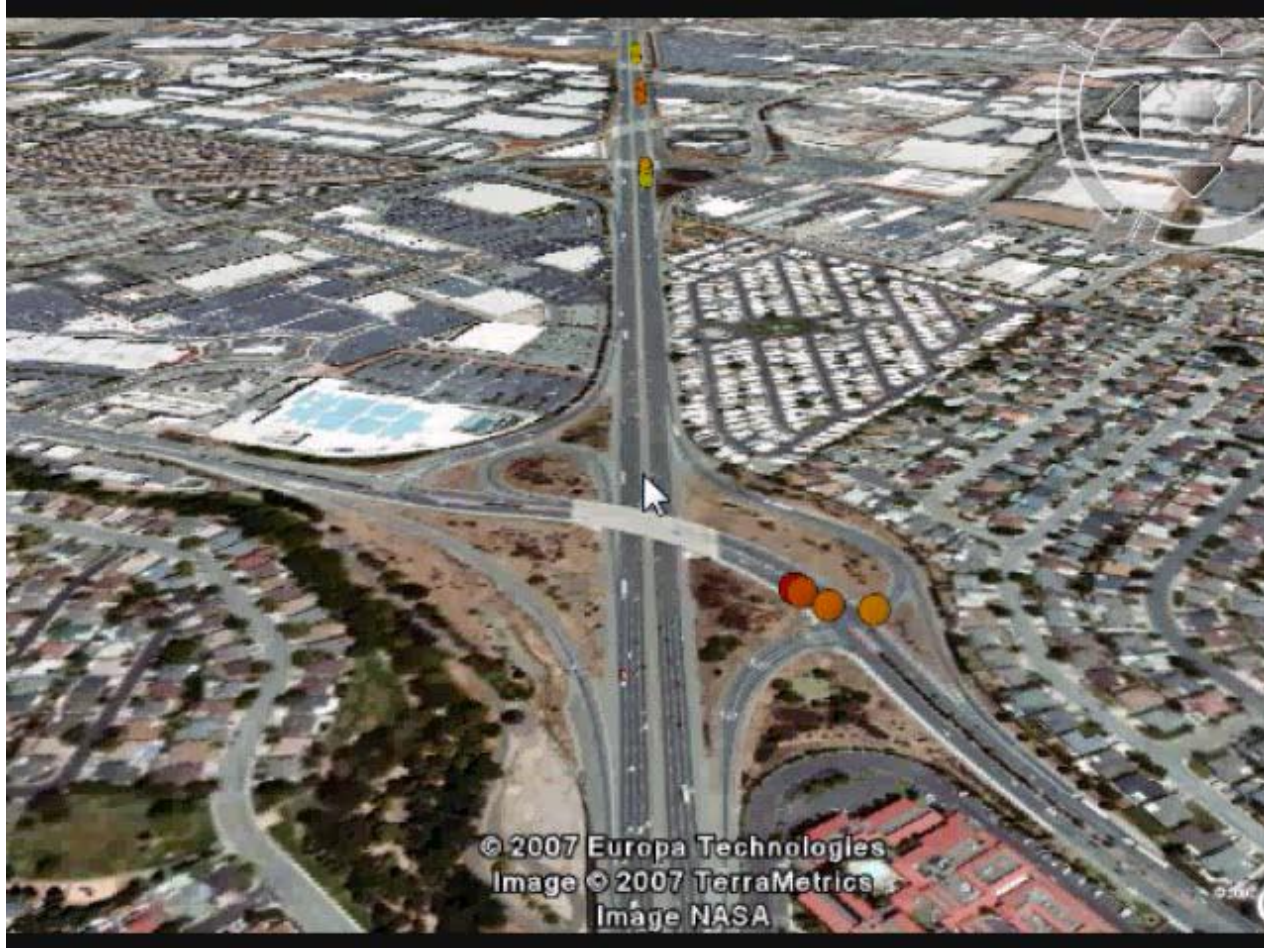
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